

Representative WBZZ Public Service Announcements

WBZZ Exhibit No 2
Page No 732

Sports

PSA name : East Pittsburgh Athletic Asso.

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts : 5
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 5

Organization : **Golf Extravaganza**

PSA name : Golf Extravaganza

1984 broadcasts :	1988 broadcasts :
1985 broadcasts : 5	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 5

Organization : **High School Football Champions**

PSA name : High School Football Champions

1984 broadcasts :	1988 broadcasts : 28
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 28

Organization : **West Penn Interscholastics**

PSA name : Interscholastics H.S.Football

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 5

Representative WBZZ Public Service Announcements

WBZZ Exhibit No 2
Page No 733

Sports

Total Number of Broadcasts: 5

Organization : Mars Hockey Association

PSA name : Mars Hockey Association

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts : 2
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 2

Organization : McCandless Athletic Assoc.

PSA name : McCandless Athletic Associatio

1984 broadcasts :	1988 broadcasts : 2
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 2

Organization : Medical Rescue Team

PSA name : Medical Rescue Team Soccer

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts : 2	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: .. 2

Organization : Moon Township Soccer

PSA name : Moon Township Soccer

1984 broadcasts : 1988 broadcasts :

Representative WBZZ Public Service Announcements

WBZZ Exhibit No 2
Page No 734

Sports

1985 broadcasts :	1989 broadcasts :
1986 broadcasts : 1	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :
Total Number of Broadcasts: 1	

Organization : North Braddock Little League

PSA name : North Braddock Little League

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts : 2
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :
Total Number of Broadcasts: 2	

Organization : Pacer Track Club

PSA name : Pacer Track Club

1984 broadcasts :	1988 broadcasts :
1985 broadcasts : 4	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :
Total Number of Broadcasts: 4	

Organization : Perry Athletic Street Fair

PSA name : Perry Athletic Street Fair

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts : 1
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :
Total Number of Broadcasts: 1	

Representative WBZZ Public Service Announcements

WBZZ Exhibit No 2
Page No 735

Sports

Organization : **Pittsburgh Runners Association**

PSA name : Pittsburgh Runners Association

1984 broadcasts :	1988 broadcasts :
1985 broadcasts : 11	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 11

Organization : **Robinson Township Baseball**

PSA name : Robinson Township Baseball

1984 broadcasts :	1988 broadcasts : 3
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 3

Organization : **Ross Park 5K Run**

PSA name : Ross Park 5K Run

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts : 7
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 7

Organization : **Run Around the Square**

PSA name : Run Around the Square

1984 broadcasts :	1988 broadcasts :
1985 broadcasts : 30	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :

Representative WBZZ Public Service Announcements

WBZZ Exhibit No 2
Page No 736

Sports

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 30

Organization : School Spirit Contest

PSA name : School Spirit Contest

1984 broadcasts : 1988 broadcasts : 23

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts :

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 23

Organization : Sewickley 10 K Run

PSA name : Sewickley 10 K Run

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 1989 broadcasts :

1986 broadcasts : 1990 broadcasts :

1987 broadcasts : 2 1991 broadcasts :

Total Number of Broadcasts: 2

Organization : Shaler Soccer Club

PSA name : Shaler Soccer Club

1984 broadcasts : 1988 broadcasts :

1985 broadcasts : 9 1989 broadcasts :

1986 broadcasts : 1990 broadcasts :

1987 broadcasts : 1991 broadcasts :

Total Number of Broadcasts: 9

Organization : Sheridan Slow Pitch

Representative WBZZ Public Service Announcements

WBZZ Exhibit No 2
Page No 737

Sports

PSA name : Sheridan Slow Pitch

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts : 4	1991 broadcasts :

Total Number of Broadcasts: 4

Organization : **Singles Day**

PSA name : Singles Day

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts : 82	1991 broadcasts :

Total Number of Broadcasts: 82

Organization : **Snowflake 5K**

PSA name : Snowflake 5K

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts : 1
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 1

Organization : **Southside Athletic Association**

PSA name : Southside Athletic Association

1984 broadcasts :	1988 broadcasts : 4
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Representative WBZZ Public Service Announcements

WBZZ Exhibit No 2
Page No 738

Sports

Total Number of Broadcasts: 4

Organization : Southside Street Fair

PSA name : Southside Street Fair

1984 broadcasts :	1988 broadcasts : 1
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 1

Organization : Springview Athletic Assoc.

PSA name : Springview Athletic Associatio

1984 broadcasts :	1988 broadcasts :
1985 broadcasts : 18	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 18

Organization : Tri-State Hockey Association

PSA name : Tri-State Amateur Hockey Assoc

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts : 10
1987 broadcasts :	1991 broadcasts :

Total Number of Broadcasts: 10

Organization : U.S. Olympic Commission

PSA name : U.S. Olympic Commission

1984 broadcasts : 1988 broadcasts :

Representative WBZZ Public Service Announcements

WBZZ Exhibit No 2
Page No 739

Sports

1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts : 4
Total Number of Broadcasts: 4	

Organization : **Vintage Run**

PSA name : Vintage Run

1984 broadcasts :	1988 broadcasts :
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts : 3	1991 broadcasts :
Total Number of Broadcasts: 3	

Organization : **Westmoreland Rugby Club**

PSA name : Westmoreland Rugby Club

1984 broadcasts :	1988 broadcasts : 1
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :
Total Number of Broadcasts: 1	

Organization : **Wilkens Baseball**

PSA name : Wilkens Baseball

1984 broadcasts :	1988 broadcasts : 5
1985 broadcasts :	1989 broadcasts :
1986 broadcasts :	1990 broadcasts :
1987 broadcasts :	1991 broadcasts :
Total Number of Broadcasts: 5	

Representative WBZZ Public Service Announcements

WBZZ Exhibit No 2
Page No 740

Sports

Total PSAs devoted to Sports

Sum(1984 broadcasts) :	Sum(1988 broadcasts) : 106
Sum(1985 broadcasts) : 78	Sum(1989 broadcasts) : 86
Sum(1986 broadcasts) : 75	Sum(1990 broadcasts) : 13
Sum(1987 broadcasts) : 226	Sum(1991 broadcasts) : 100

Transportation

Transportation

Transportation

PAT, the airport, River transportation, roads and highways are part of our transportation system. However, the transit only goes to South Hills and downtown; there is no public transportation north, east or west.

The new airport has been a boon to the city and county. Cutbacks in federal and state assistance have hurt public transportation, mainly bus and local transit.

Port Authority of Allegheny County**B.J. Leber**

Date : 5/17/90 Discussed the need for a commitment to mass transit on the local, state, and federal levels. The city is congested and suburbs are on the way to becoming congested.

Equibank**Barb Rutkowski**

Date : 11/2/90 Pittsburgh has a huge transportation problem. Mass transit needs to be developed, a belt system needs to be implemented, and ramps are needed to relieve this problem.

Development of Inland Navigation on America's Ohio Valley**Barry Palmer**

Date : 11/7/91 Discussed river maintenance and the need to upgrade the river lock system.

Figgins Construction Group**David Figgins**

Date : 3/21/91 Discussed the growth in suburbs without better transportation systems into the city will drive current city industry/businesses into the suburbs and new businesses will only operate in those newer suburbs, particularly near the airport.

Galbreath Company**Dick Casetti**

Date : 11/7/91 Discussed different ideas for continued growth of Pittsburgh including: a transit system to downtown, cooperation between public and private sectors.

National Flag Foundation**George Cahill**

Date : 5/17/90 Discussed Pittsburgh's dependency on the airport for survival, the need for city clean up, and the education crisis.

Governor, State of Pennsylvania**Governor Dick Thornburgh**

Date : 7/3/85 The governor discussed his push for a regional transit tax to help pay for the new subway.

Pennsylvania Governor**Governor Dick Thornburgh**

Date : 7/4/85 Interviewed the Governor about the positive impact of the new subway.

Moon Township**Greg Smith**

Date : 12/14/89 Talked about the construction of the new airport and how it will hurt the economy of Moon Township.

Beaver Township**Gregg Smith**

Date : 10/9/86 Talked about the Midfield Terminal and how it is a problem for Moon Township.

Transportation

Greater Pittsburgh Convention and Visitors Bureau

Joe McGrath

Date : 5/17/90

Discussed airport expansion, it's cost, linkage between airport and downtown, and the changing attitudes about the city of Pittsburgh.

Allegheny County Department of Maintenance and Safe Projects

Joe Moses

Date : 3/21/91

Talked about transportation and the budget deficit on the state level.

Development of Allegheny County

Joseph Hohman

Date : 5/17/90

Discussed the possibility of making Pittsburgh an international city by improving transportation and media public sector and government playing important roles.

The Priory Hotel

Mary Ann Graf

Date : 3/21/91

Discussed public transportation, the cost for people on a lower income scale. Talked about how she lost business in her hotel because of the traffic.

Pappan's Family Restaurant

Mr. Lou Pappan

Date : 11/7/91

We need to build more companies and buildings around the rivers. Pittsburgh has a beautiful city and we need to do more with it, including the creation of a better road system.

Port Authority Transit

Paul Scoutelae

Date : 12/13/89

Discussed the benefits of public transportation which include: bringing in new jobs, public services, and lowering drug abuse, violence, and crime.

Allegheny County

Ray Hack

Date : 12/13/89

Hack has been with the Allegheny Maintenance Company for 20 years. He suggested Radio/TV Coverage as a way to make the public aware of the traffic jams due to construction.

Pennsylvania Department of Transportation

Richard Skrinjar

Date : 12/13/89

Talked about the future of transportation in Pittsburgh.

Bell of Pennsylvania

Russell Kemerer

Date : 11/2/90

Talked about transportation, bridge, sewer and water line problems. Property taxes are outrageous, unfair and biase. Constant media attention would help, it worked to help curb drugs and bring awareness, it can do the same for transportation.

Allegheny County Department of Airport Area Development

Steve George

Date : 11/2/90

Topics included: airport development costs, air transportation as vital to the community, as our link to the world, competition between cities, and Greater Pitt Airport as the most efficient, cost effective airport in the country in 1992.

Alleghney County Commissioner

Tom Foerster

Date : 3/2/87

Construction of the new mid-field terminal at the airport will create 12,000 new jobs.

Representative WBZZ Ascertainment of Community Needs

WBZZ Exhibit No. 2
Page No 744

Transportation

Allegheny County Commissioner

Tom Forester

Date : 7/4/85

Discussed positive impacts of the subway on opening day.

Pennsylvania State

**Tom Forester and Richard
Caliguiri**

Date : 7/3/85

Discussed phases of new Light Rail Transit System.

Transportation**Dialogue**

Date : 1/26/86 **Time :** **Source :** L **Duration :** 30.00

Guest : Don Bailey

Organization :

Issue Treatment : Host Liz Randolph talked with state auditor Don Bailey about a recently completed audit of Allegheny County's Port Authority Transit system. He said that the past gross mismanagement has led to PAT's financial troubles.

Date : 4/13/86 **Time :** **Source :** L **Duration :** 30.00

Guest : Jesse Staffer

Organization : American Trucking Associations

Issue Treatment : Host Liz Randolph interviewed Jesse Staffer, a trucker touring the country on behalf of the American Trucking Association.

Date : 8/23/87 **Time :** 7:30 **Source :** L **Duration :** 30.00

Guest :

Organization : Southwestern Pennsylvania Regional Planning Commission

Issue Treatment : Host Liz Randolph and executive director of the Southwestern Pennsylvania Regional Planning Commission discussed the need for increased taxes or regional fees to fund the upgrading and building of our highway system.

Program treatments of Transportation	3.00
Minutes devoted to Transportation	90.00

Transportation

1985

In light of all the tragic plane crashes recently, have your views on flying changed

Is the Port Authority Transit system efficient

They are going to call the new Pittsburgh subway the "T". Do you like that

What is the most potholed road in Pittsburgh

1986

Any comments about the new subway, the "T"

Now that gas is cheaper, are you driving more? Any changes in your lifestyle as a result of cheap gas

Would you pay higher fares to ensure safer air travel

1987

Are you apprehensive about flying

Pilots: Should there be a review of take off and flight procedures? Are the ones we have enough

1988

Do you think flying is still the safest way to travel

Do you think railroads in our country are dangerous

Should the general public be warned of terroristic threats against airlines

1989

After the collapse of a bridge in Tennessee over the weekend, do you worry about the safety of the bridges in our city

Are the recent strikes, which are now affecting two airlines, affecting your flying plans

Are you more concerned about accident when you board a plane or when you get behind the wheel of a car

If you survived a major plane crash, how would you feel about flying again

In the wake of the recent United Airlines crash, should the F.A.A. increase maintenance standards

Now that I-279 is open, what expressway would you like to see built that would make your everyday travels easier

Summertime is usually road construction time in the city. Do you think crews do a good job when it comes to finishing the work on time

What do you think is the real story behind the mysterious plane crash of Washington attorney, Thomas Root

1990

Do you become more nervous about flying when you hear about accidents like the one that occurred Monday

Transportation

1990

Do you think the creation of special bicycle lanes will encourage people to ride bikes to work instead of driving

Tell us how you're dealing with the traffic headaches now that the West End Bridge is closed

The city is planning a four million dollar project to synchronize our traffic lights. What impact do you think it will have on traffic

The city is working on plans to improve parking and traffic problems at the stadium. Would you like to see them improve parking elsewhere

We hear a lot more about train accidents these days. Do you think there's a problem with the maintenance of railroads

What annoys you most about potholes

What do you think about high occupancy lanes in Pittsburgh

What do you think of the proposal to raise the speed limit on the Pennsylvania Turnpike to 65

Would you be willing to adopt a light bulb to help the city pay for illuminating downtown bridges

1991

What would you like to say about the potholes of Pittsburgh

WBZZ News Interviews

WBZZ Exhibit No. 2
Page No. 748

Transportation

- January 14, 1986 Sally Thompson, spokeswoman/TRIP, discussed that Pennsylvania has spent over a billion dollars, last fiscal year, on roads and bridges. Deterioration is ahead of tax dollars forthcoming to fix aging roads and bridges.
- January 26, 1986 Don Bailey, Pennsylvania's Auditor General, discussed recent transit audit. Results indicate gross mismanagement leading to financial problems and continuance of mass transit for Allegheny County in serious trouble. Suggested possibility of transit tax
- May 22, 1987 Jason Fink, "PAT" spokesman, talked of a new "T" trolley system opening.
- August 25, 1987 Tom Forester, Allegheny County Commission Chairman, is outraged over rash of potentially deadly train derailments in area over summer. He called for a special congressional investigation into the railroad's track inspection procedures.
- December 09, 1987 Carl Tosi, PennDot, discussed the county maintenance department and how snow removal is the largest job done for the motoring public.
- September 06, 1989 PA DOT's Dick Skringar talks about the long awaited completion of I-279 to the North Hills. It will be open sooner than expected thanks to good weather and hard work.
- July 03, 1991 Bob Hetherington, Managing Director of the Pennsylvania Highway Information Association talks about how problems with highway traffic not only cost you time, but also money!

Unemployment

Unemployment

Unemployment

More employment opportunities are needed, and job skills need to be enhanced to attract new employers. In the meantime, social services for the unemployed must be improved.

Unemployment levels have come down since the 1980's level of 12%. Jobs are still leaving the city, however, with the relocation of National Steel and the downsizing at Westinghouse and PPG.

Goodwill Industries of Pittsburgh**Canice Dolan**

Date : 5/17/90

A recent hunger task force study reveals that the "inability to have an adequate diet" continues in Allegheny County, yet funds are decreasing. Goodwill has a job training program for welfare recipients that needs support.

Labor Department**Erika Agvaviva**

Date : 8/6/85

Discussed latest state and local unemployment figures.

Pittsburgh Steelers**Joe Gordon**

Date : 5/17/90

Discussed Employment and jobs, recruiting quality people, the housing situation, and the need to make Pittsburgh a safe city.

United Way of Southwestern Pennsylvania**Karen Feinstein**

Date : 12/14/89

Talked about the 80s as a "time of change" in regards to the employment situation.

Pittsburgh Chamber of Commerce**Lance Shaeffer**

Date : 12/13/89

Talked about the employment problem in Pittsburgh.

Former Steel Worker**Robert Anderson**

Date : 10/9/86

Talked about his work with the Rainbow Kitchen and his crusade to wipe out unemployment.

Office of the Mayor**Terry Woodcock**

Date : 5/17/90

Community problems vary around the area, but the major overall concern should be lack of employment, especially for minorities. The airport should be a boost but the city will suffer instead if transportation to it doesn't prove to be efficient.

Rohrich Cadillac**Thomas Rohrich**

Date : 11/2/90

Discussed employment and the need to focus on long-term solutions. Working closely with Japanese management, they feel we work short term and we aren't strict enough with our employees.

Unemployment**Dialogue**

Date : 11/16/86 **Time :** 7:30 **Source :** L **Duration :** 30.00

Guest :

Organization : Rainbow Kitchen

Issue Treatment : Host Liz Randolph and members of the Rainbow Kitchen, serving the unemployed of the Mon Valley and Pittsburgh, discussed plans for the upcoming Christmas parties for the children of the unemployed.

Date : 12/28/86 **Time :** 7:30 **Source :** L **Duration :** 30.00

Guest :

Organization :

Issue Treatment : Host Liz Randolph talked to the Director of Volunteers in Partnership, a United Way program, about its objective of helping the newly unemployed.

Date : 1/11/87 **Time :** 7:30 **Source :** L **Duration :** 30.00

Guest :

Organization : Manpower

Issue Treatment : Host Liz Randolph and two service representatives from Manpower, the largest temporary employment agency in the world, discussed the challenging job market.

Date : 4/26/87 **Time :** 7:00 **Source :** L **Duration :** 30.00

Guest : Michael Miller

Organization : West End Elliott Community Project

Issue Treatment : Host Liz Randolph and Michael Miller, Executive Planner of the West End Elliott Community Project, discussed how this neighborhood has been especially hard hit by the demise of the manufacturing sector.

Date : 6/14/87 **Time :** 7:00 **Source :** L **Duration :** 30.00

Guest : Bill Lafe and Karen LaFrance

Organization : Pittsburgh Foundation and East Liberty Development

Issue Treatment : Host Liz Randolph and Bill Lafe, Pittsburgh Foundation, and Karen LaFrance, East Liberty Development, talked about the minority youth unemployment, and discussed two programs that are used to train and employ young people.

Unemployment

Dialogue

Date : 3/3/90 Time : 7:00 Source : L Duration : 30.00

Guest : Debbie Burner .

Organization : Job Corp

Issue Treatment : Host Shelley Duffy and Debbie Burner, the Assistant Director of the Job Corp's off center training program in Pittsburgh, talked about the success of Job Corp, who can apply, and how the students feel about the opportunities.

Date : 3/4/90 Time : 7:00 Source : L Duration : 30.00

Guest :

Organization :

Issue Treatment : Rebroadcast of the 3/3/90 show aired at 7:00.

Program treatments of Unemployment 7.00

Minutes devoted to Unemployment 210.00

Questions Asked by Pittsburgh's Opinion

WBZZ Exhibit No. 2

Page No. 753

Unemployment

1984

Would you take a free retraining course if you were out of work and it was available

1986

What are your feelings on the Denominational Ministry strategy? Are they really helping the unemployed

1991

What would be your dream career

Unemployment

- February 02, 1987 Mike Nash, National Unemployed Network, pointed out that at the moment, you can make more money on welfare than working for minimum wage.
- February 27, 1987 Steve Paesani, spokesman for Unemployed Council of Western PA, said many former employees of USX's national tube works and Duquesne works are not aware of eligibility for benefits. They get misleading incorrect information from state and federal workers
- February 27, 1987 Terry Chalich, National Unemployed Network, stated that it is time to raise the minimum wage.
- December 09, 1987 Diane Pryor of Careers Operation Dig, Inc., a government sponsored employment agency for youth and adults, said that the agency tries to reach people who no longer have unemployment benefits. Need exists for counseling, retraining for year-round work.
- December 09, 1987 Joe Rizzo of the Sheriff's Office of Allegheny County, talked about the unemployment problem and how they can get help through training and counseling sessions.
- December 09, 1987 Lance Shaeffer, Greater Pittsburgh Chamber of Commerce discussed unemployment problem surrounding the middle-aged and elderly population, need to maximize educational opportunities.